**Advertising Policy of Doordarshan**

6512. SHRI V. HANUMANTHA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that foreign-owned TV networks have their own advertising and sponsorship policy;

(b) what steps are proposed by Doordarshan to review their advertising policy to make it competitive; and

(c) whether any review existing advertising policy is proposed?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir.

(b) and (c) The Code of Commercial Advertising is reviewed from time to time. Recently after one such review advertisements relating to the following products over Doordarshan have been allowed:

(i) Jewellery or precious stones;
(ii) Matrimonial agencies;
(iii) Astrologers/Numerologists;
(iv) Mutual funds approved by SEBI;
(v) Hair dyes;
(vi) Foreign products;
(vii) Foreign banks including financial services.

**Revenue From Advertising**

6513. SHRI V. HANUMANTHA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what have been the revenue earnings from advertisements on Doordarshan during the last three years;

(b) what are the advertising industry association with Ministry of Information and Broadcasting interacts to obtain suggestions and remove grievances; and

(c) the frequency of such inter-action between his Ministry and the associations of advertisers or advertising sector?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) The revenue earned by Doordarshan during the last three years is as follows:

| Year | Amount (in crores) |
|---|---|
| 1991-92 | 300.61 |
| 1992-93 | 360.23 |
| 1993-94 | 372.98 |

(b) Doordarshan interacts with the following associations:

(i) Advertising Agencies Association of India.
(ii) Advertising Standards Council of India.

(c) Such meetings are held from time to time.

**पटना दूरदर्शन केन्द्र में नैमित्तिक कर्मकार**

6514. श्री जनार्दन यादव: क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि:

(क) दूरदर्शन केन्द्र पटना, जिसका कार्यकरण 13 अक्तूबर, 1990 को प्रारंभ हुआ था में प्रतिवर्ष नैमित्तिक कर्मकारों के रूप में नियुक्त किए गए व्यक्तियों की संख्या तथा उनके नामों के संबंध में ब्यौरा क्या है;

(ख) इनमें से प्रत्येक कर्मकार को प्रति वर्ष कितने दिनों के लिए नियुक्त किया गया था;

(ग) इनमें से कितने व्यक्तियों को नियमित आधार पर नियुक्त किया गया है;

(घ) क्या यह सच है कि उच्चाधिकारियों ने अधिकांश मामलों में नियमित आधार पर स्वजनों की नियुक्तियां की हैं; और

(ङ) यदि हां तो सरकार चूक करने वाले इन